

LASHE BOUDREAUX

SENIOR ART DIRECTOR

CONTACT INFORMATION

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EDUCATION

Savannah College of Art and Design (SCAD) Atlanta Campus

BFA IN ADVERTISING AND BRANDING, 2017-2021

Concentration: Art Direction

- Minor in Graphic Design
- Magna Cum Laude

HIGHLIGHTED SKILLS

Public Speaking
Concept Development
Strategy
Graphic Design
Drawing
Painting
Photography
Mockups/ Prototyping
Attention To Details

SOFTWARE

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe After Effects
Adobe Premiere Pro
Adobe XD
Adobe Acrobat
Adobe Character Animator
Microsoft Office
Microsoft PowerPoint

Awards Received

- Reggie Awards Digital Marketing, 2023
- Reggie Awards Influencer Marketing, 2023
- SCAD Paula Wallace's Look Book, 2021
- 22Squared Mobilize Advertising Contest 1st Place Winner, 2021

WORK HISTORY

Sr Art Director

MOMENTUM, 2024 - 2025

Experiential Advertising Agency (Atlanta, GA/Remote)

- Creative Leadership:
 - Work closely with ACD & CD.
 - Collab with BL/AM/PM.
 - Led a creative mid-Level Team Of 3.
 - Ownership of idea from ideation to execution to production.
 - Ran projects with minimal to no oversight.
- Creative Development & Execution:
 - CPG Brands: *Kellanova (Cheez-it, Pringles, RKT, etc.), Patron + EDC, Dove, Coke, Sprite, etc.*
 - Others: *Chevron*
 - Led, designed, & executed Creative Shopper Campaigns.
 - Developed & built Key Visuals, Toolkits, Banners, and Displays.
 - Collab with production/studio.
 - Creative problem solved.
 - Balanced workloads to meet deadlines without sacrificing creativity and effectiveness.
 - Implemented new systems/work streams for creative team.

- Pitch New Business:
 - Expanded brand projects with proactive ideas.
- Led Design w/ Event Production Team:
 - Concepted, mocked, & developed campaign activations.
- Client-Facing Presentations
 - Presented & Collab w/ clients.
 - Developed RFPs from ideation to execution.

Art Director

FITZCO, 2022 - 2024

Advertising Agency (Atlanta, GA/Remote)

- Team Leadership & Mentorship:
 - Work closely with Senior ADs, CD, AM/PM & Strat Team
 - Collab with partnered CW
 - Led a Creative Jr-Level Team Of 4 & mentored Interns
 - Ownership of idea from ideation to execution to production.
 - Ran projects with minimal to no oversight.
- Creative Development & Execution:
 - CPG Brands: *Welch's*
 - Others: *Checker's & Rally's, Hilton, Souther Company*
 - Developed RFPs from ideation to execution
 - Led, designed, & executed Social Media Campaigns (Paid & Organic), 360 Campaigns, and Influencer Marketing.
 - Developed & built Key Visuals, Toolkits, and Displays
 - Collab with production/studio
 - Created Brand Style Guides
 - Pitch & won new business

Content Creator & CD

C AND D THE AGENCY, 2020 - 2022

Marketing, PR, and Digital Advertising Agency (Atlanta, Ga)

- Brand Logo Design
- Social Media Management
- Launched multicultural campaigns.
 - Created instagram templates
 - IG stories
 - Promo videos
 - Social Media Influencers
- B2B Designs (Brochures, Rack Cards, ect.)
- Brand Crisis Management Assistance
- Photo Editing
- Art Directed Product Shoots